



# When the judgment of over 2,000,000 women holds firm month after month —it must be quality that sustains it

If Pictorial Review had only 100,000 circulation it might be possible for it to get 100,000 new readers every month.

But a circulation twenty times that size cannot be created anew every month, every few months, or every year.

It is only when a loyal following of large numbers of women has been established that circulation of this size can be maintained.

It is with magazines as it is with soaps or crackers or tires.

Volume of circulation is no different from volume of sales on any other commodity. Promotion and intensive selling can create initial sales for a nationally distributed product. But *sustained* volume comes only when people who have bought return to buy again.

What is this quality in Pictorial Review that brings over 2,000,000 women back to buy again and again? Something wide in appeal,

yet something essentially its own. Something that women find in no other magazine.

At the news stand, where all magazines are equally displayed without solicitation, whereas in 1908 only 24,000 chose Pictorial Review, today 727,261 choose it from among all others.

In yearly subscriptions, Pictorial Review leads all other women's magazines. 1,242,964 families subscribe—184,147 more than subscribe to any other monthly magazine.

When over 2,000,000 women—more than read any other monthly magazine—show month after month such allegiance, it is inevitable that advertisers should find in this loyal following the best and largest national market.

## FACTS THAT ESTABLISH LEADERSHIP

### First in total circulation

Pictorial Review's circulation of 2,065,612 net is the largest ever achieved by an American monthly magazine.

### First in U. S. circulation

Pictorial Review in the December 1921 A. B. C. figures led its nearest competitor by 123,164 copies.

### First in subscription circulation

Pictorial Review showed in the December 1921 A. B. C. figures 1,242,964 subscriptions—184,147 more than any other woman's magazine.

### First in fiction

Pictorial Review Serials have for two years won the Pulitzer prizes. For five years its short stories have won the Edward O'Brien awards.

### First in fashion

More patterns of Pictorial Review fashions are sold than any other pattern in the world.

### First in advertising rate value

Pictorial Review has the lowest rate per line per thousand circulation of any leading woman's magazine.

# PICTORIAL REVIEW

*First among Women's Magazines*